



Herbal/Traditional Products in South Africa

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

The growing popularity of natural products underpins the robust category performance
High fragmentation is a characteristic of herbal/traditional products in South Africa
Informal rivals to mainstream retail channels

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products to continue to gain momentum although alternatives remain a threat
Brand portfolios to expand
Consumers look to perceived safer herbal options for sleep aids

CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2020-2025
Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025
Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025
Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030
Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Consumer Health in South Africa - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-south-africa/report.